

FIG. 1

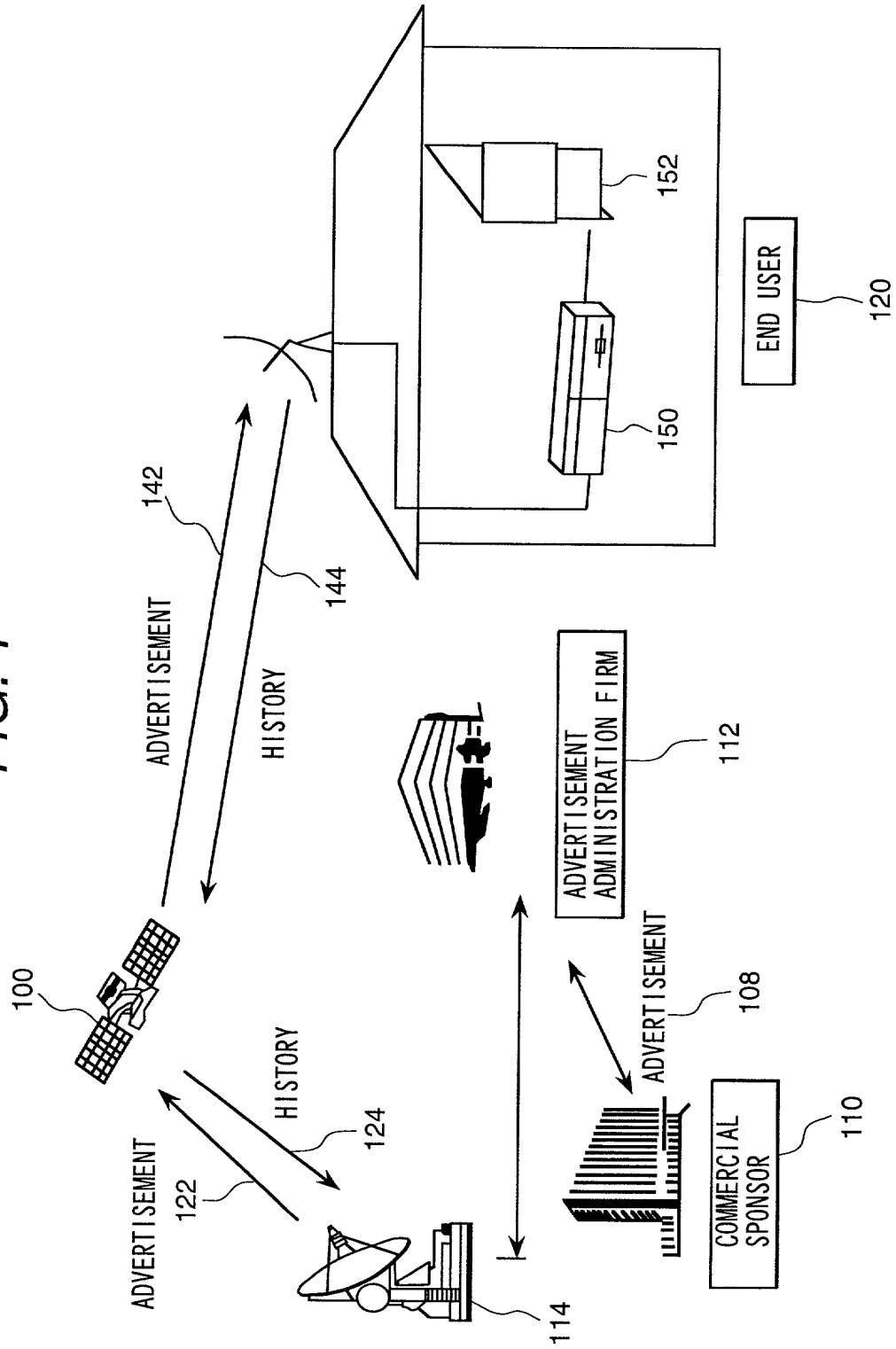


FIG. 2

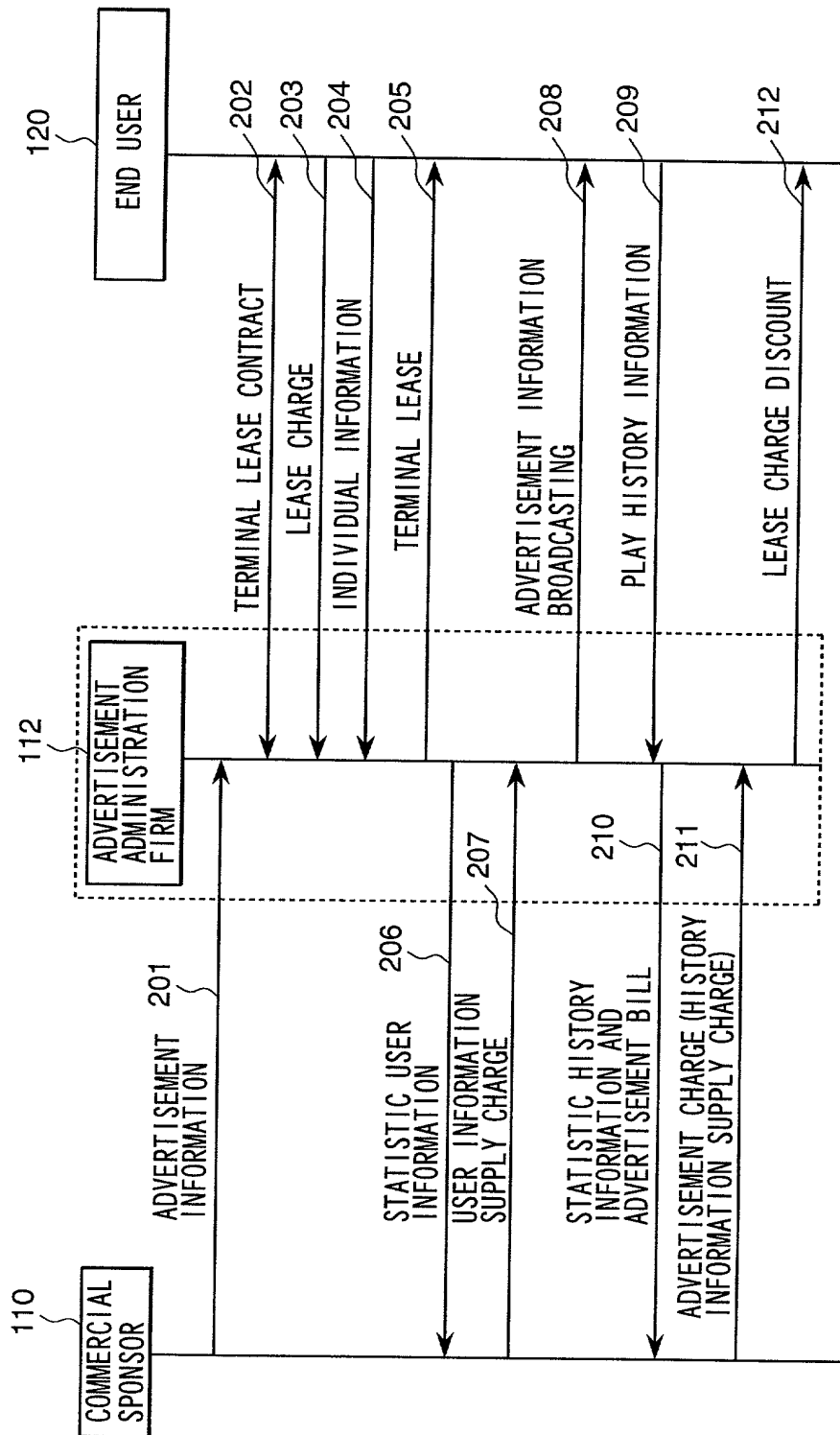
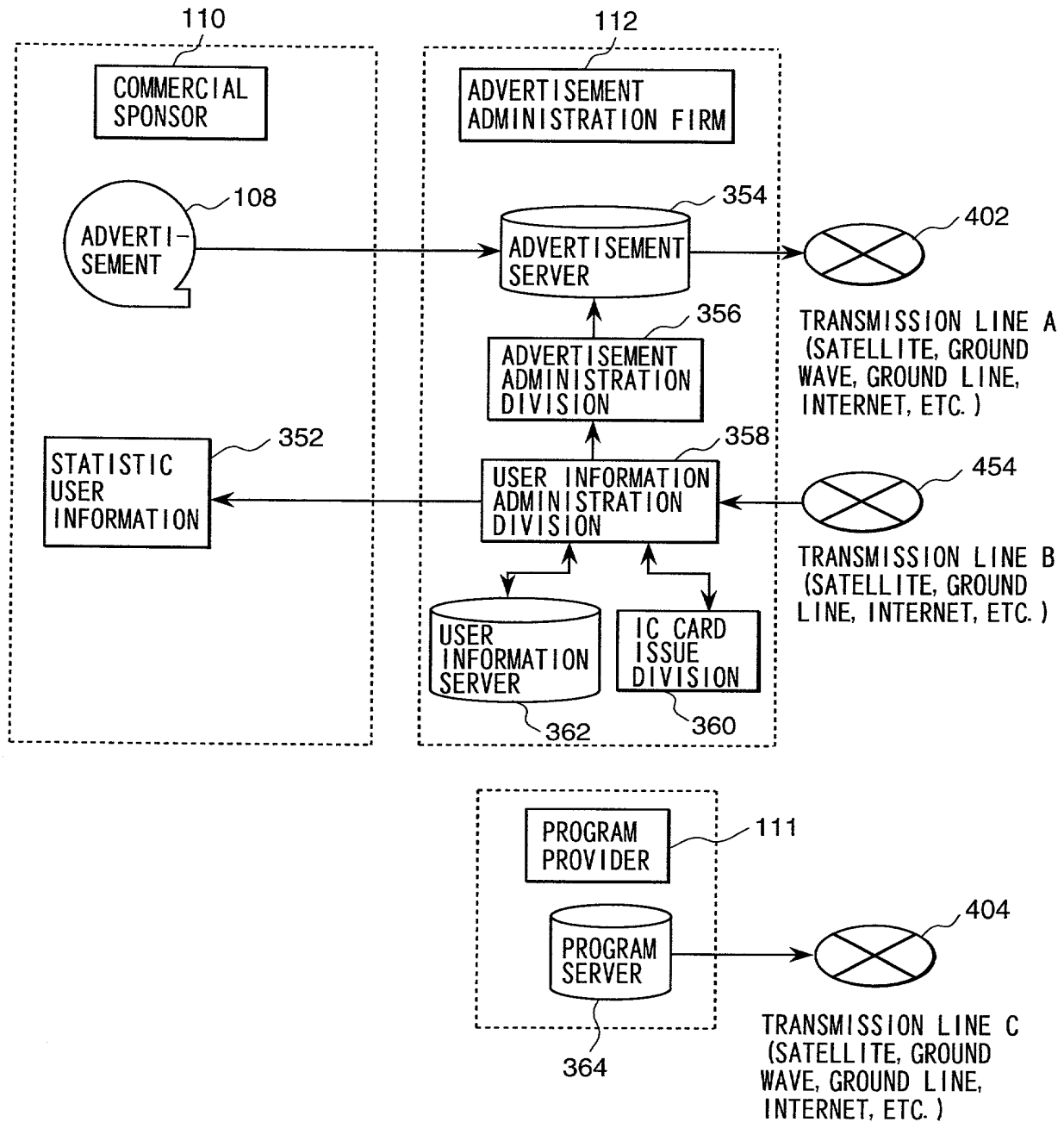


FIG. 3



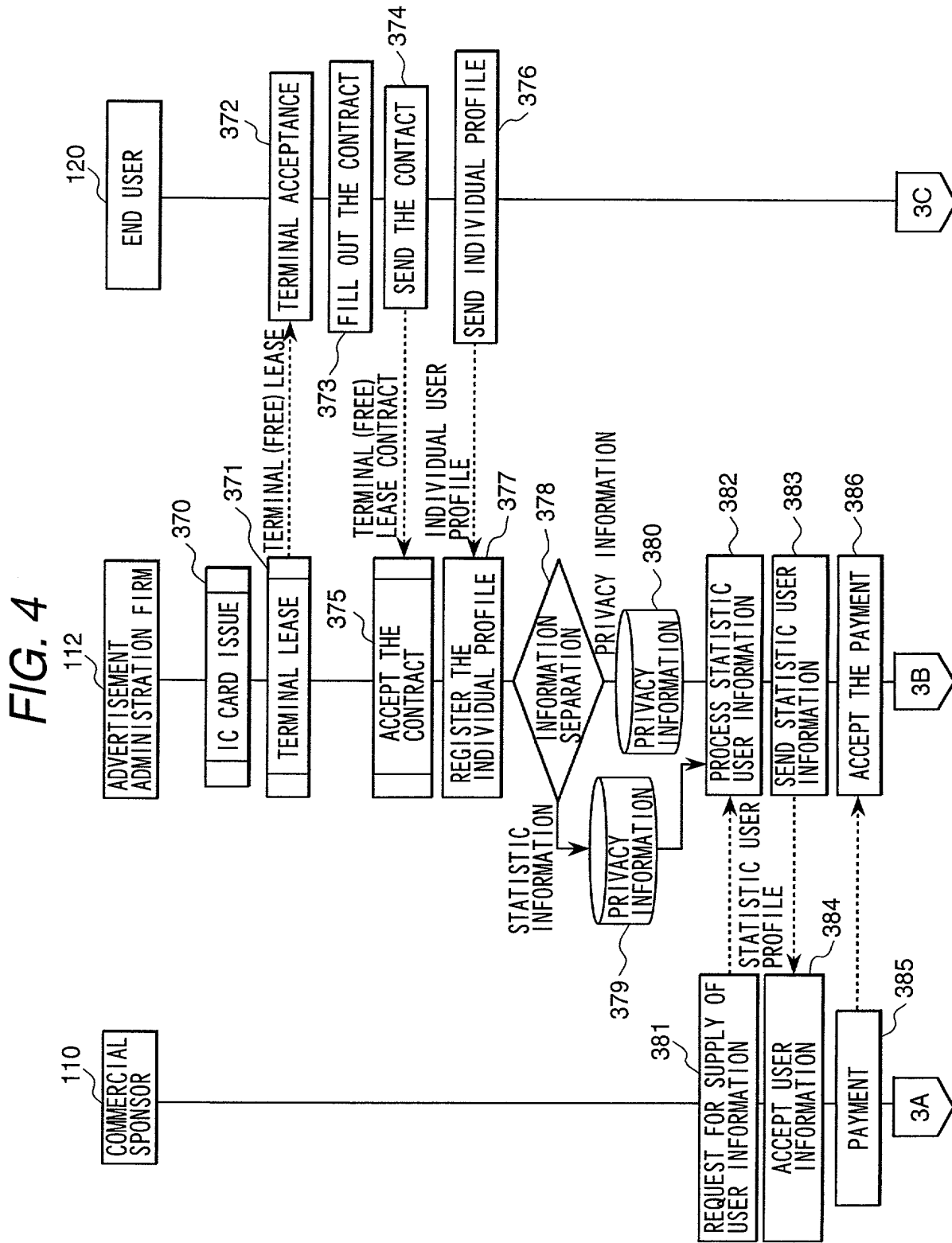
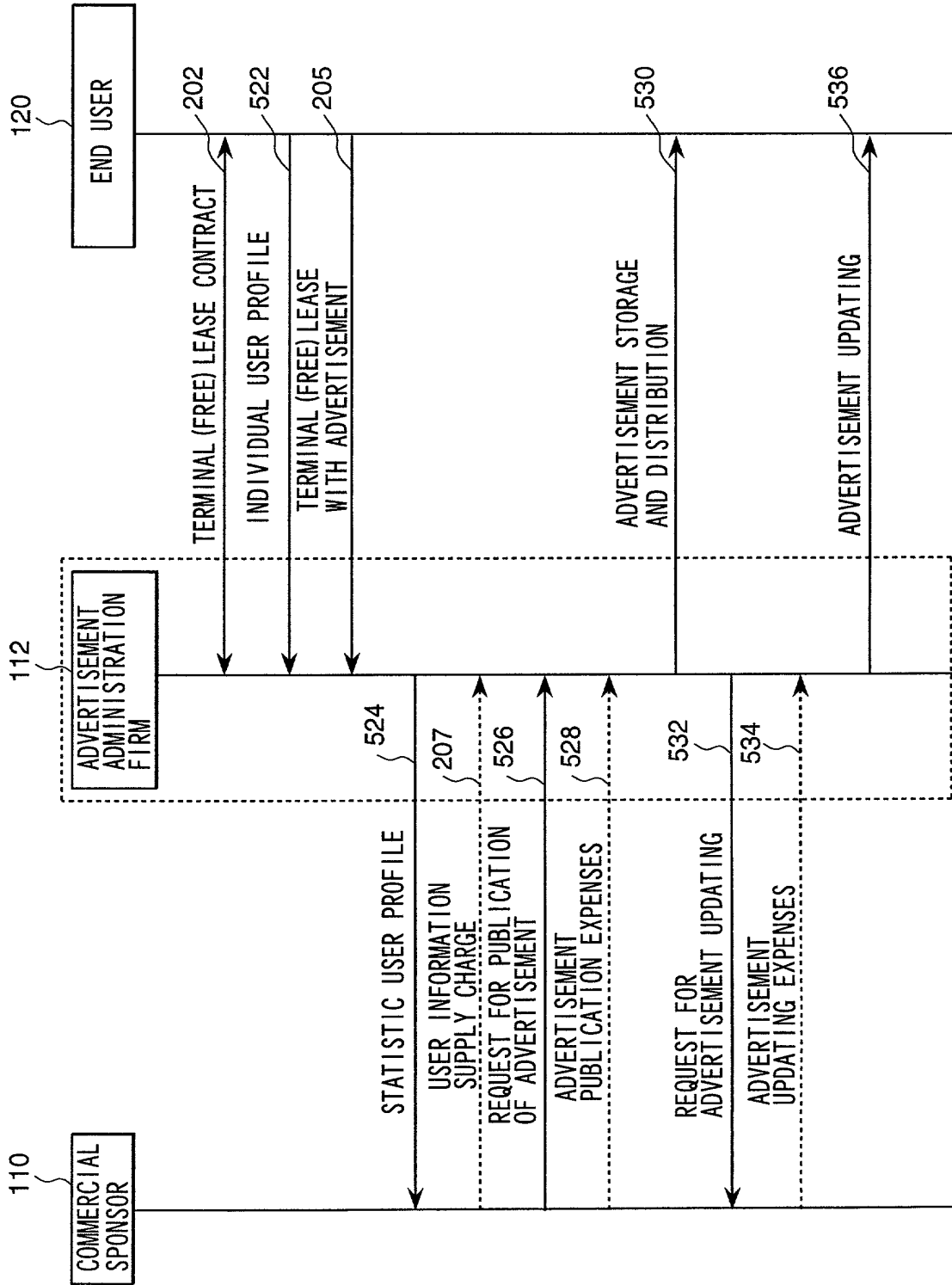


FIG. 5



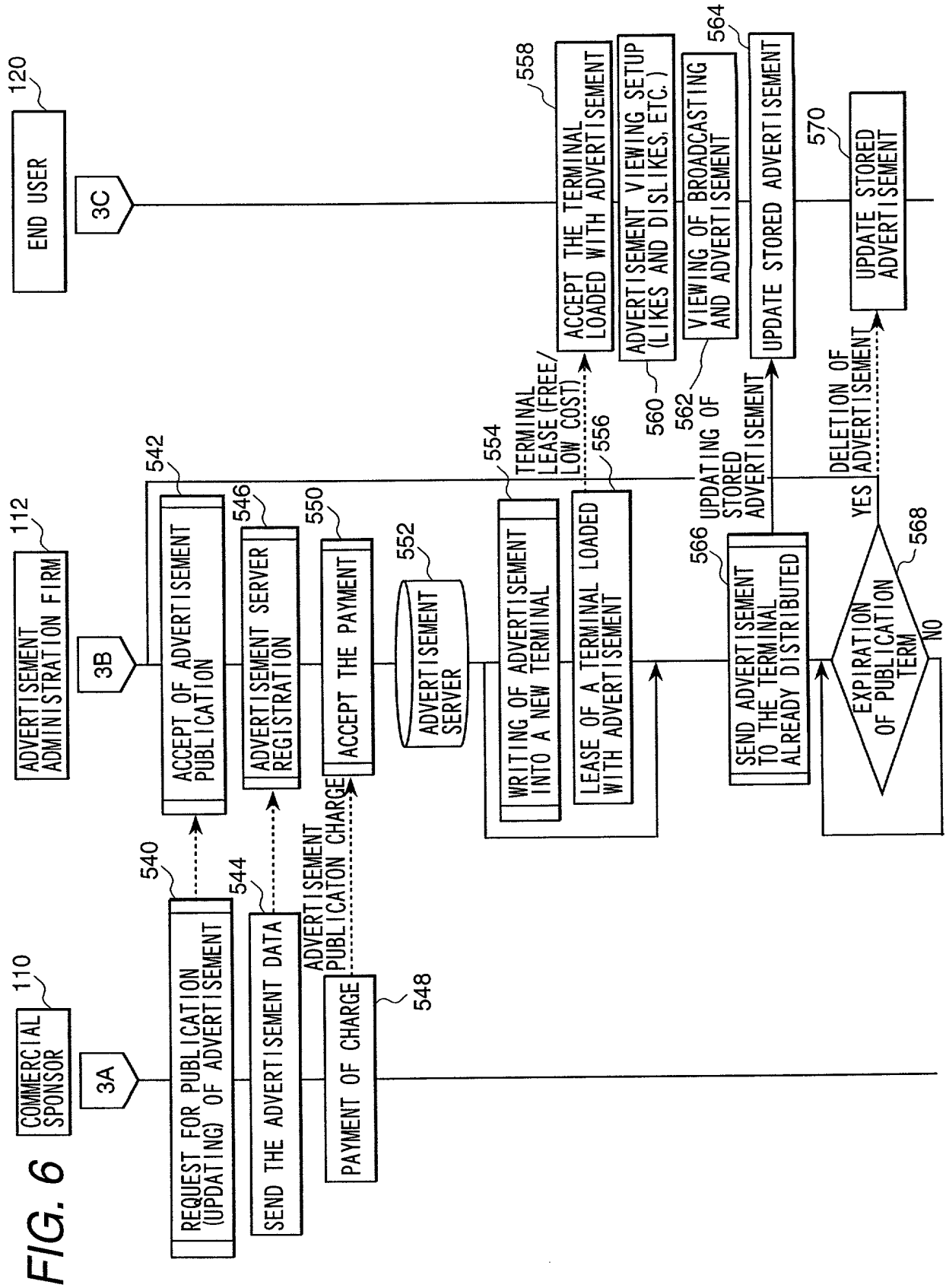


FIG. 7

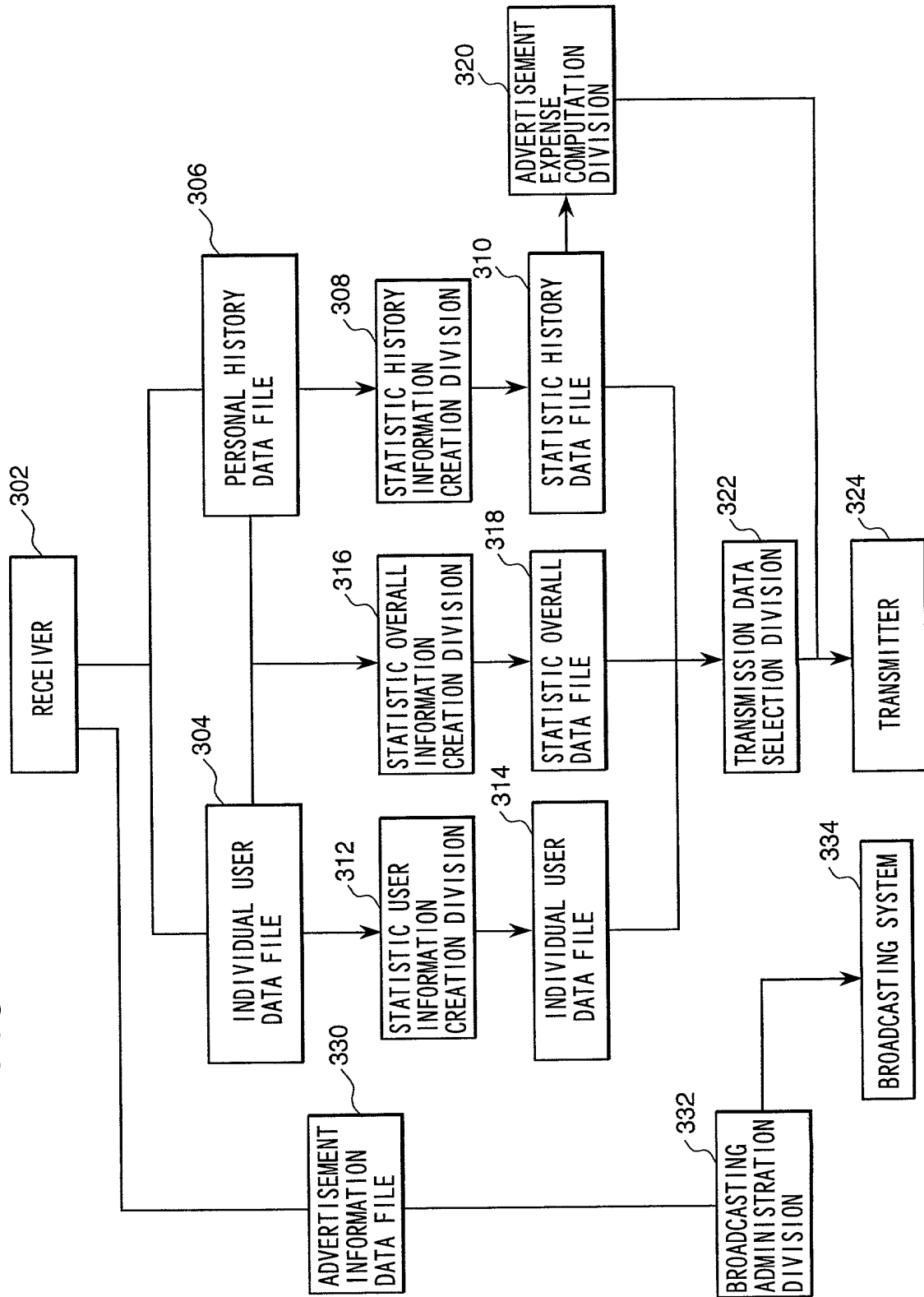


FIG. 8

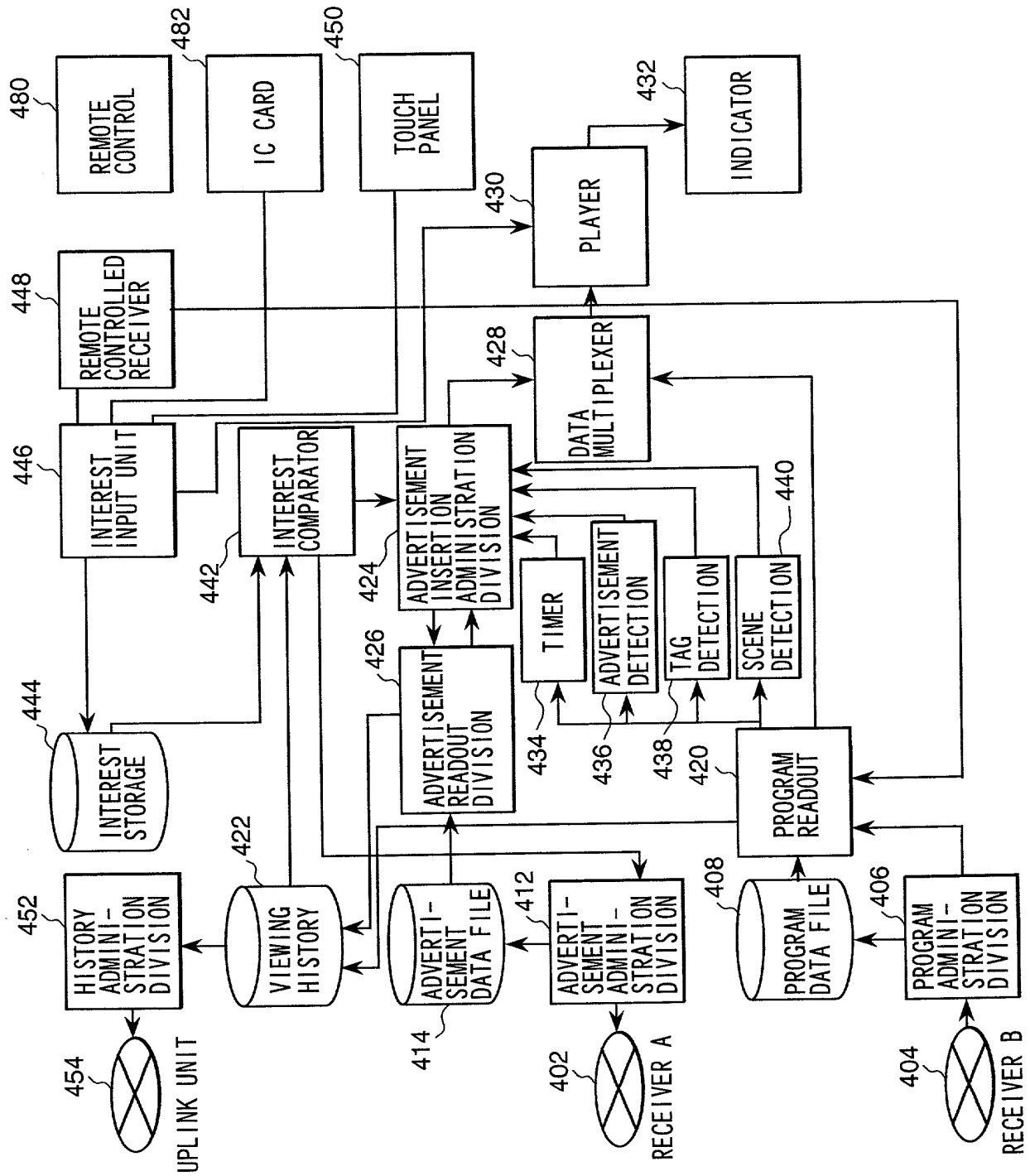


FIG. 9

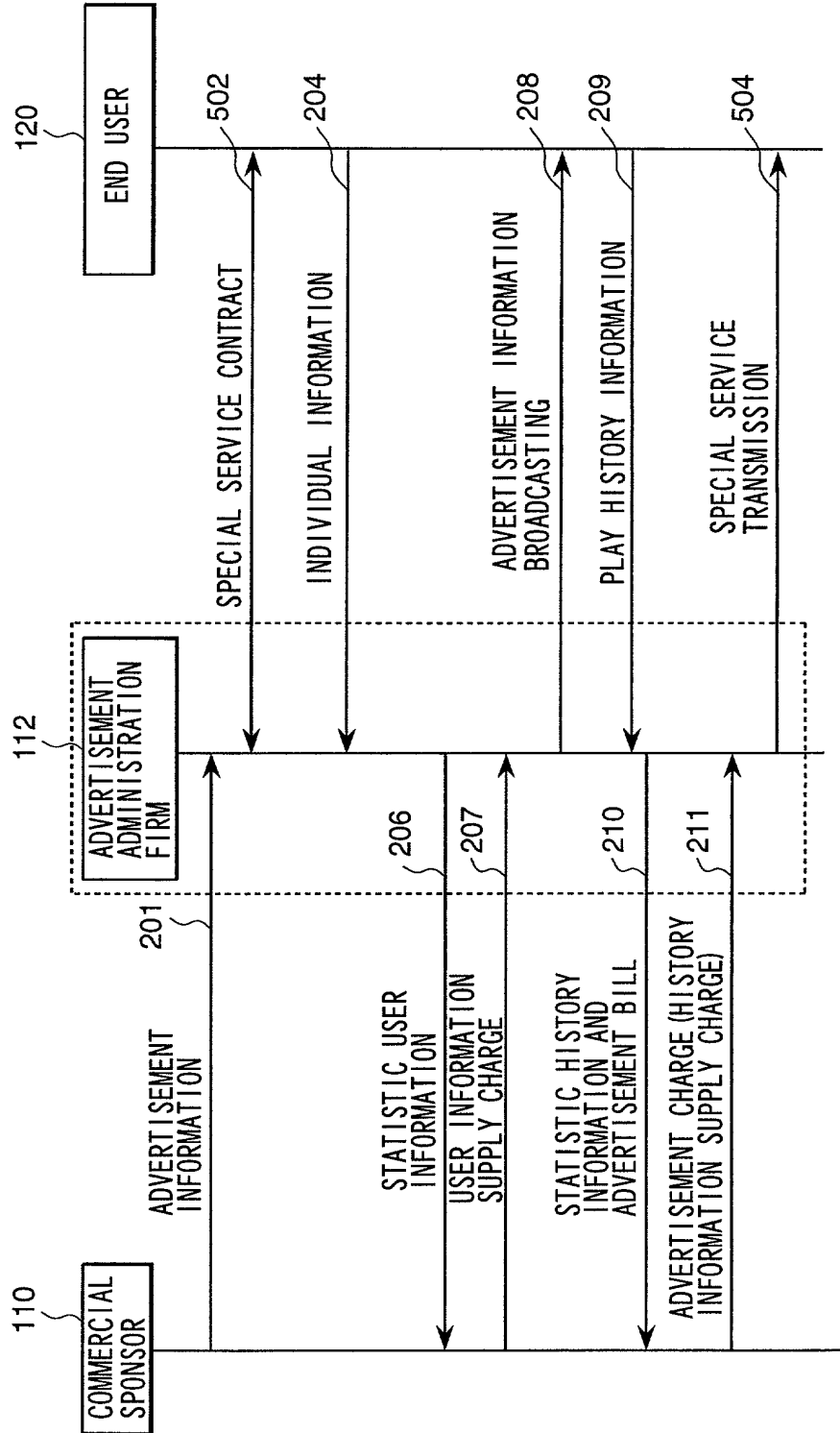


FIG. 10

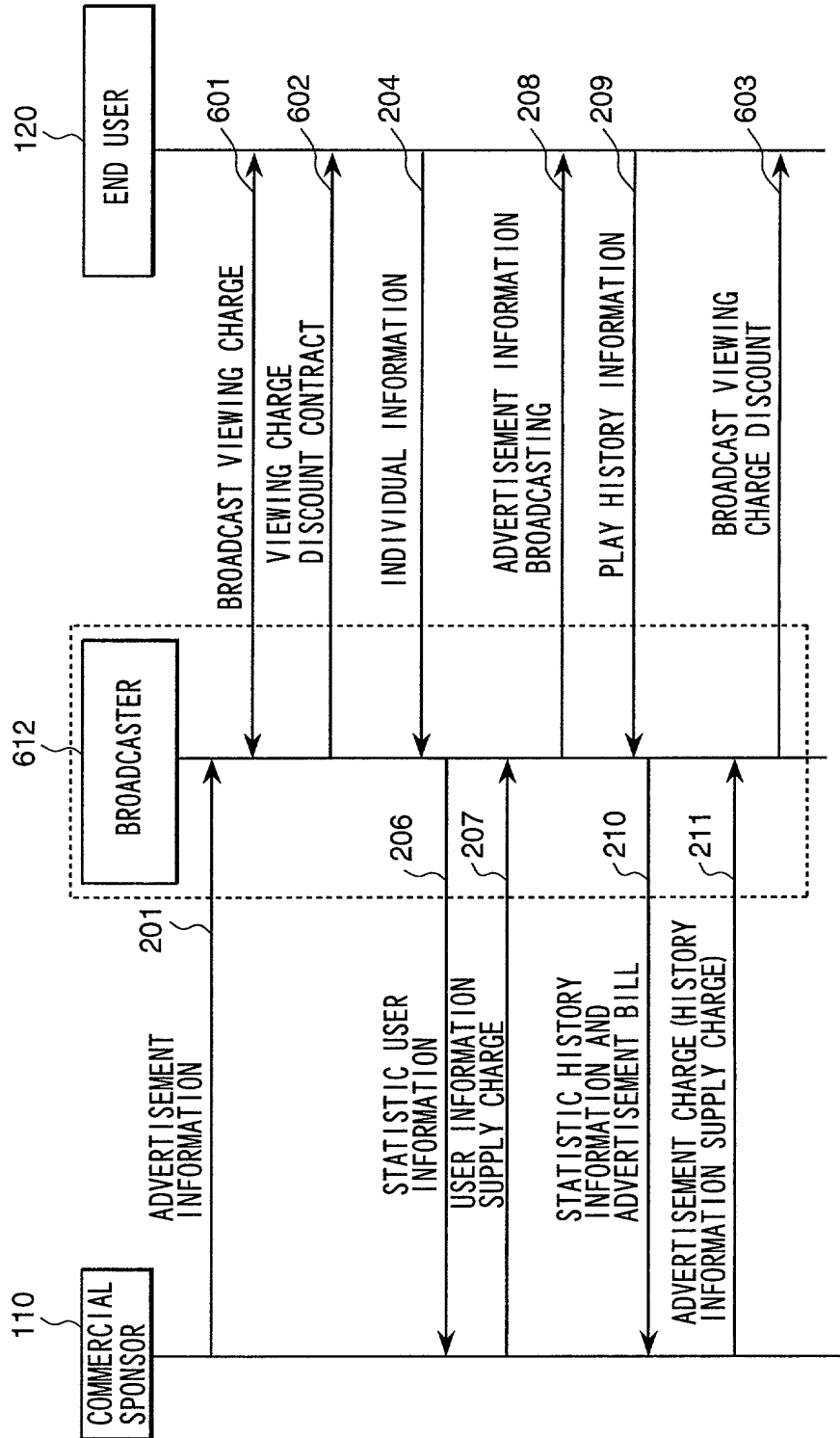


FIG. 11

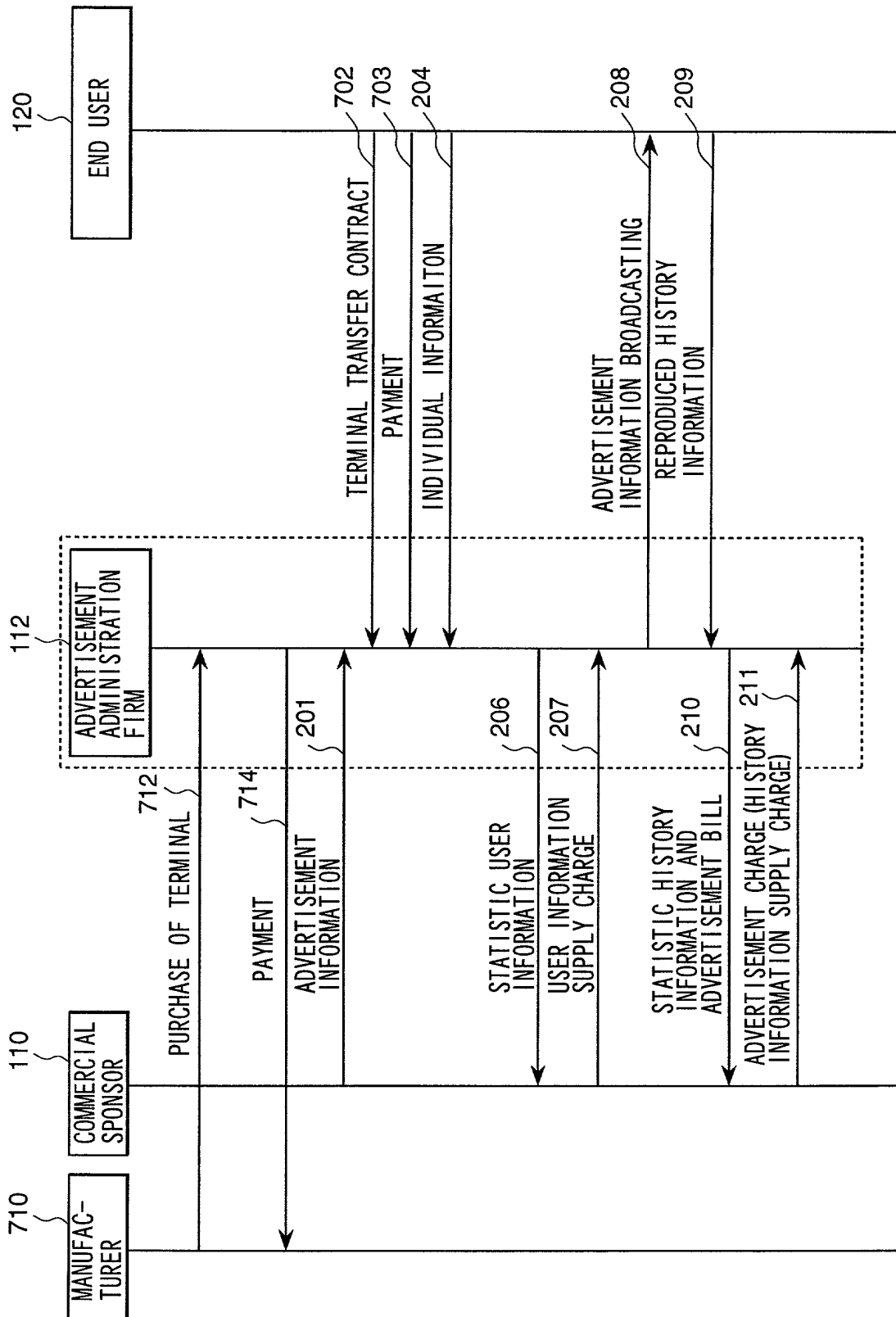
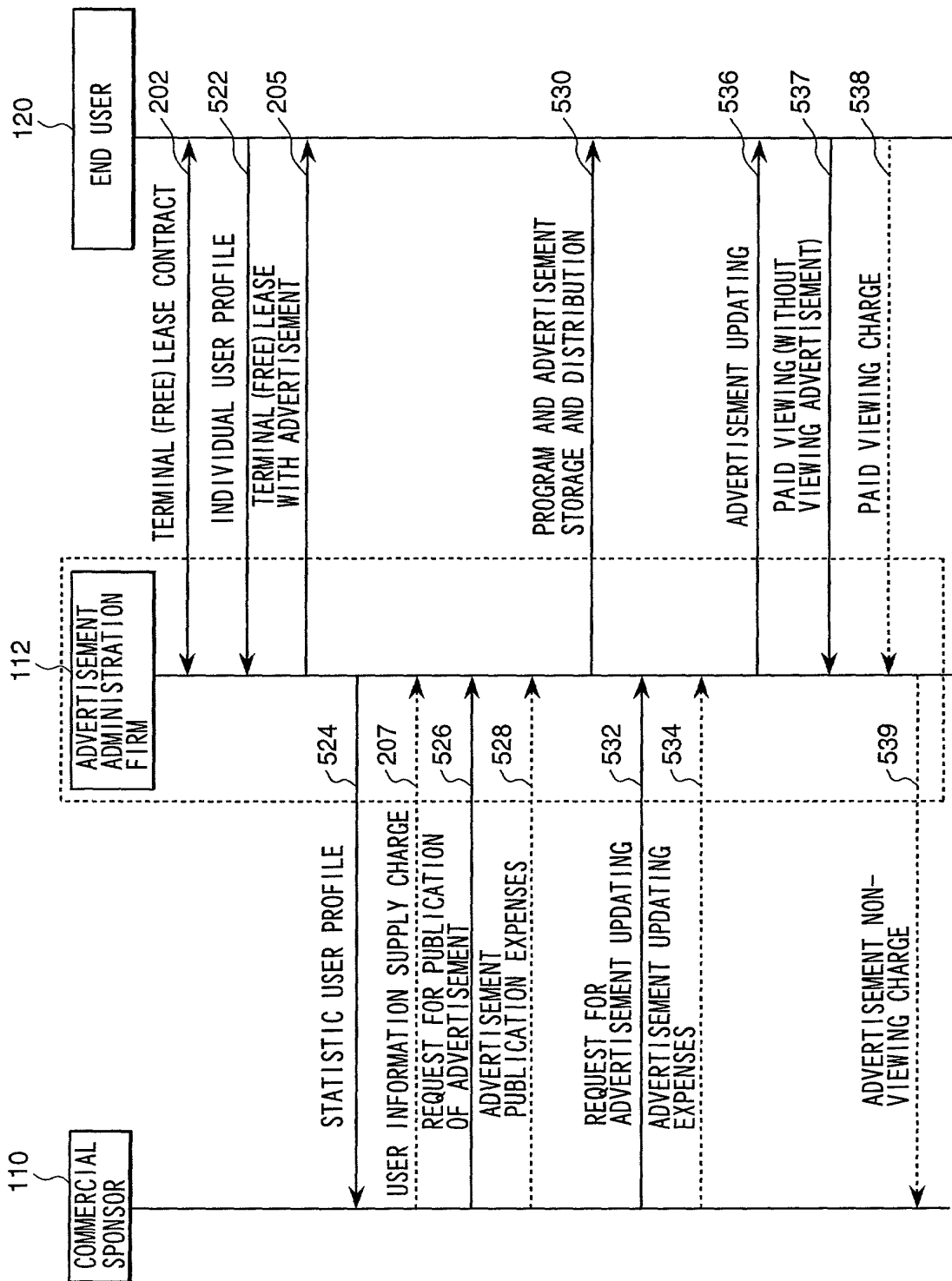


FIG. 12



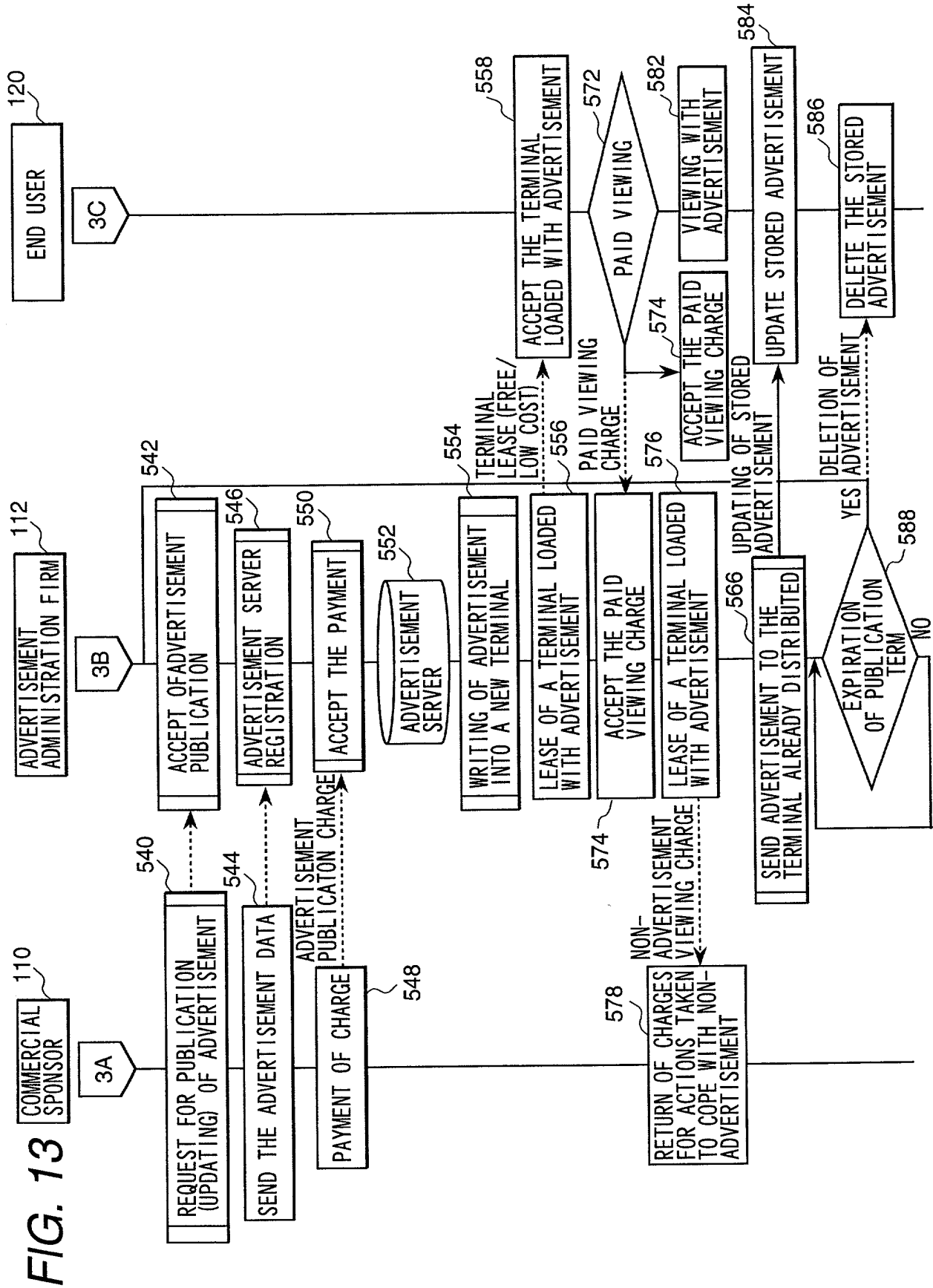


FIG. 14

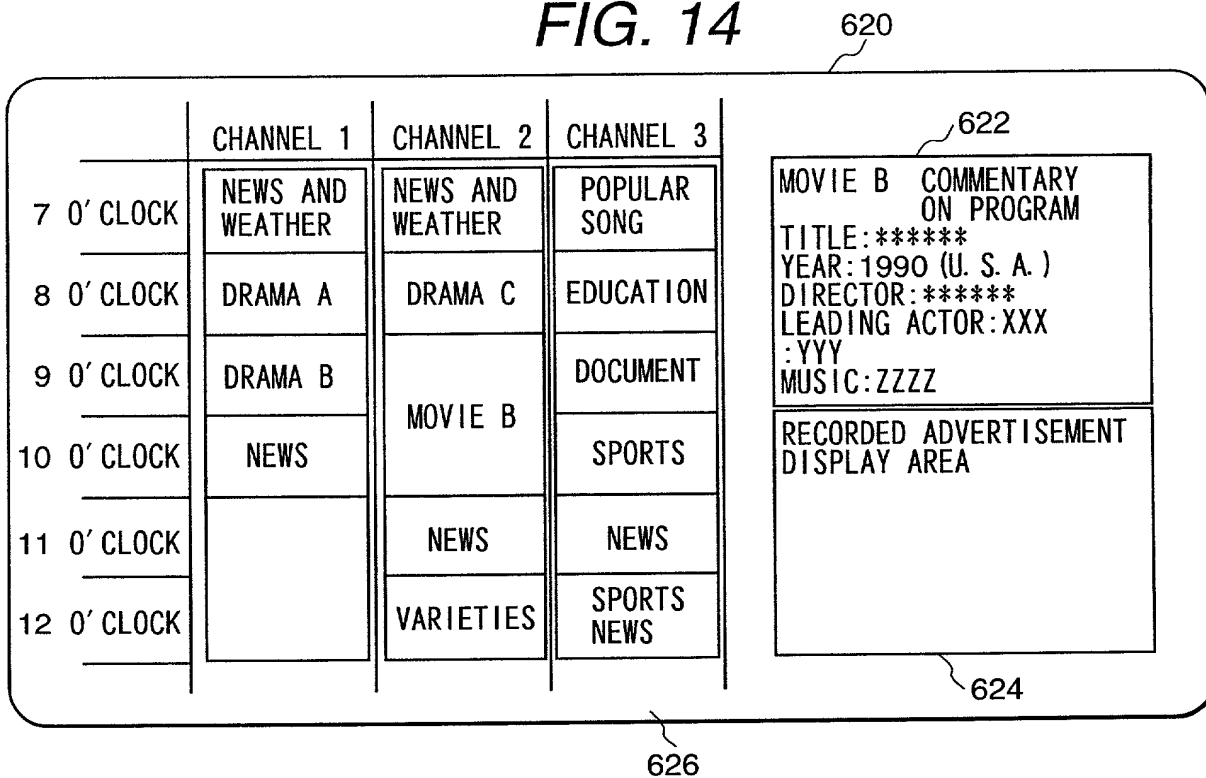


FIG. 15

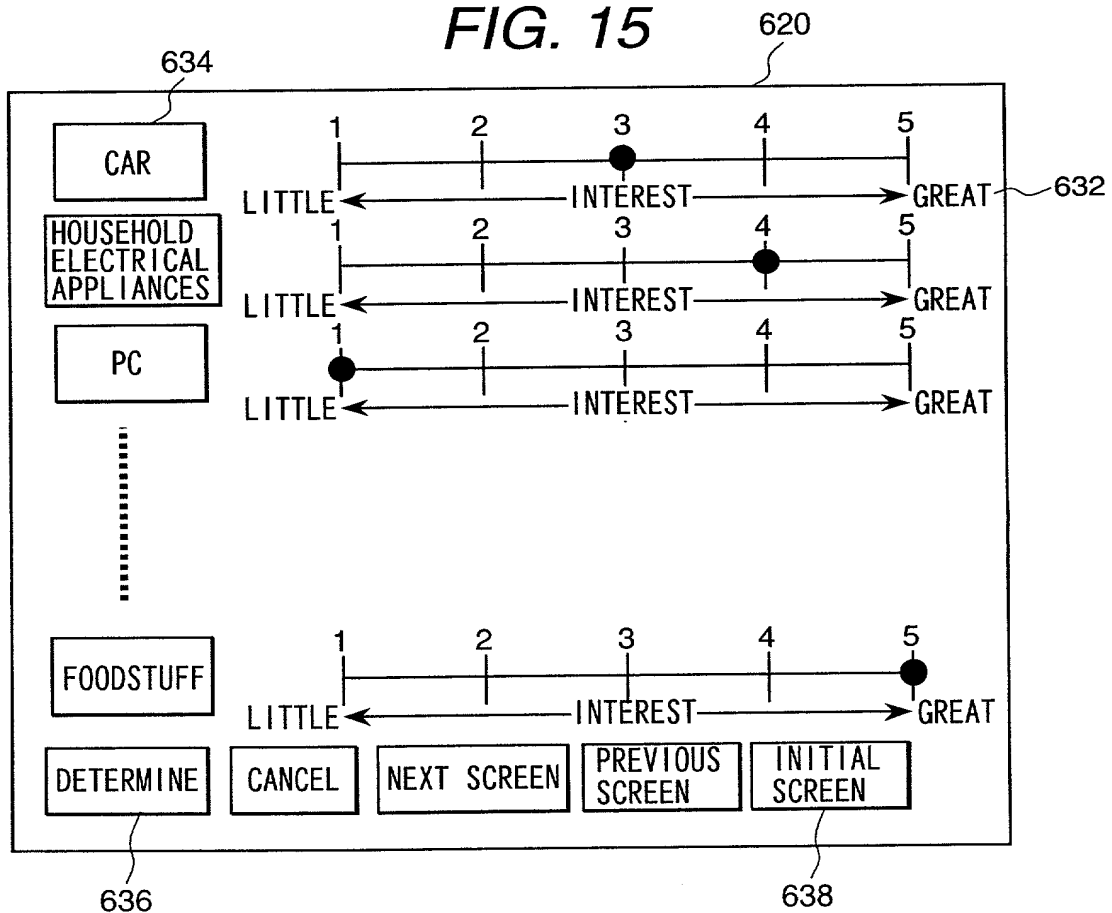


FIG. 16

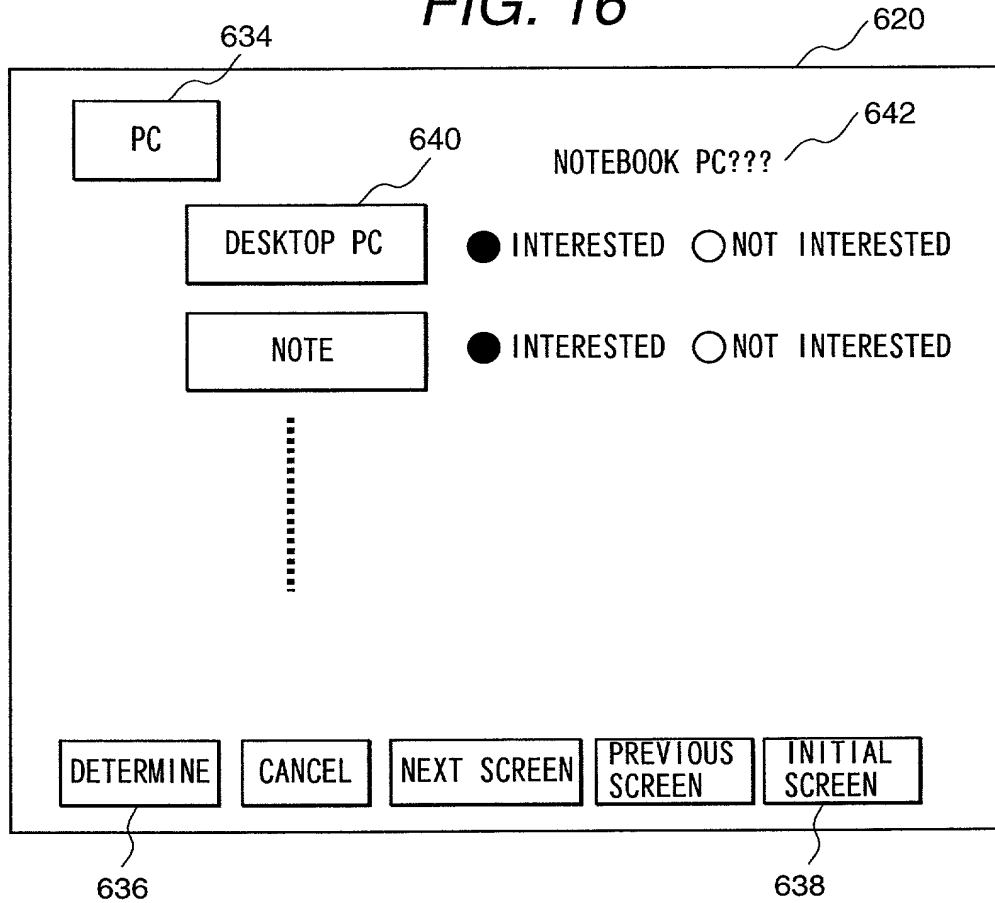


FIG. 17

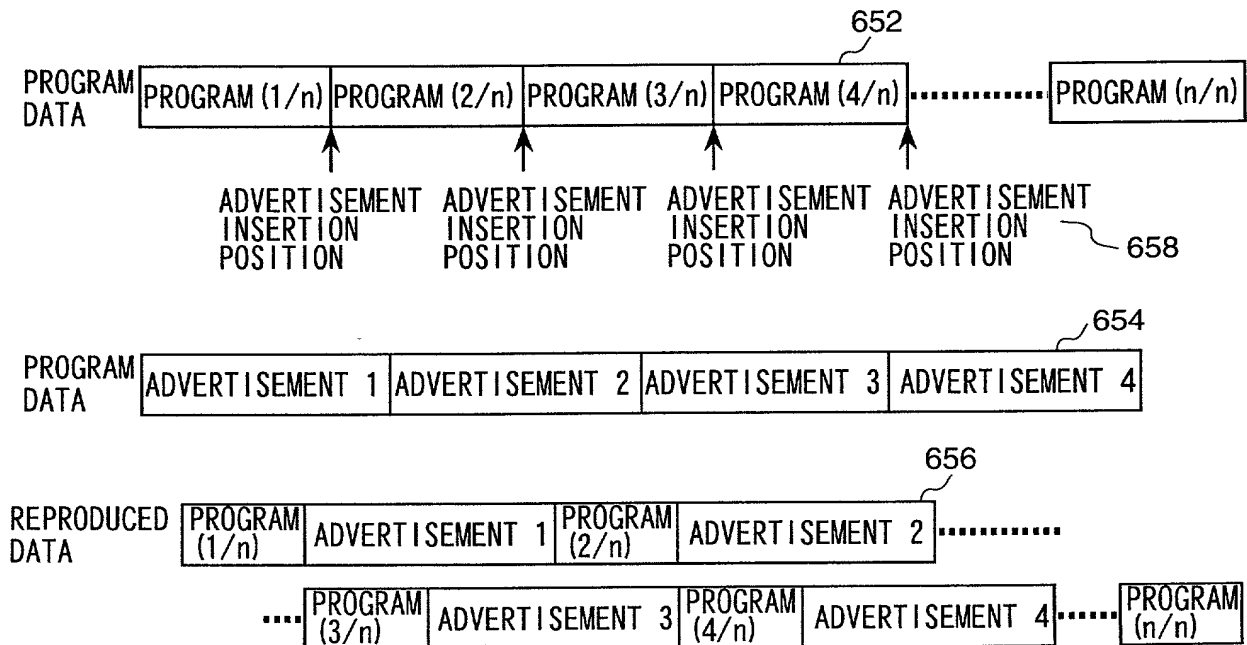


FIG. 18

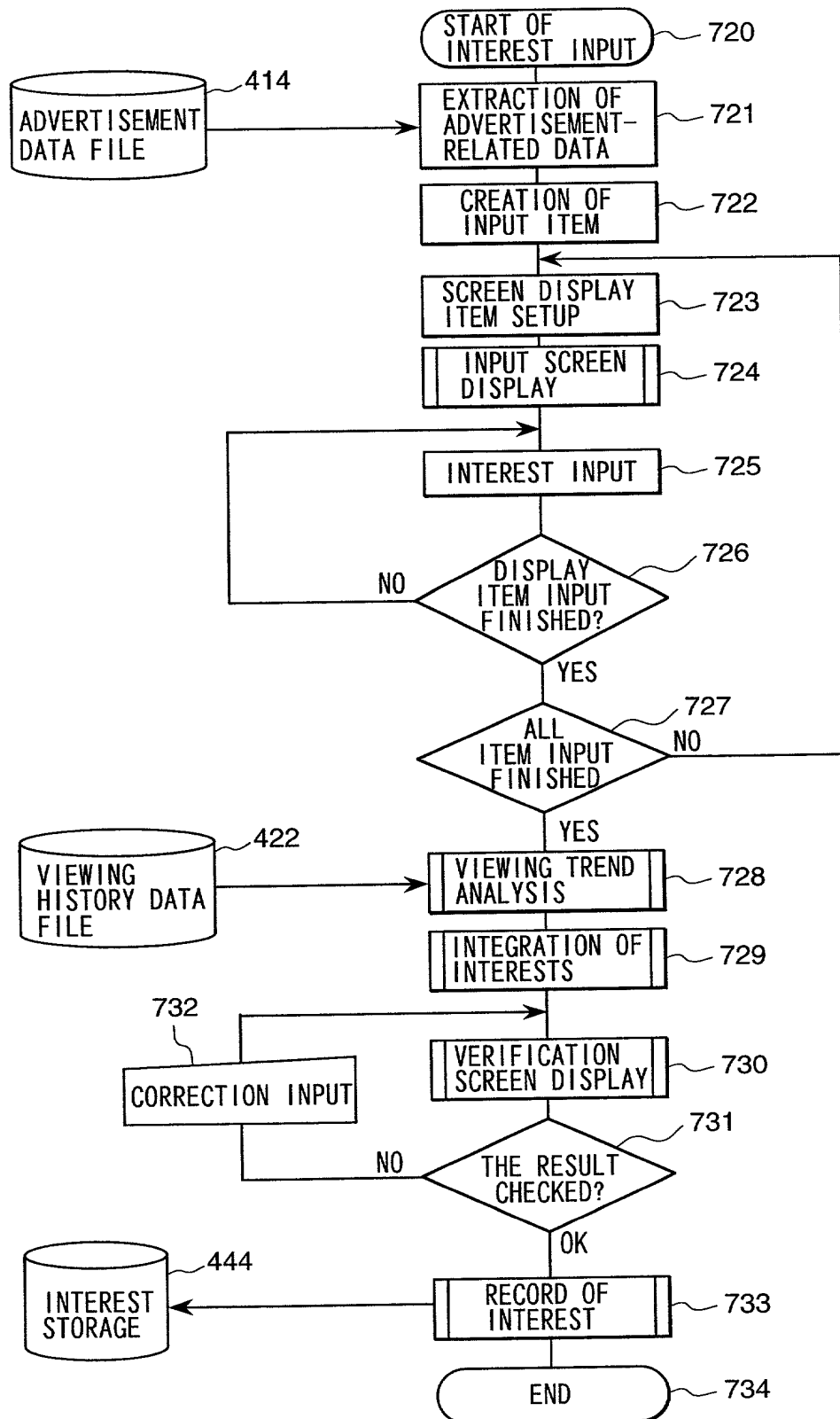


FIG. 19

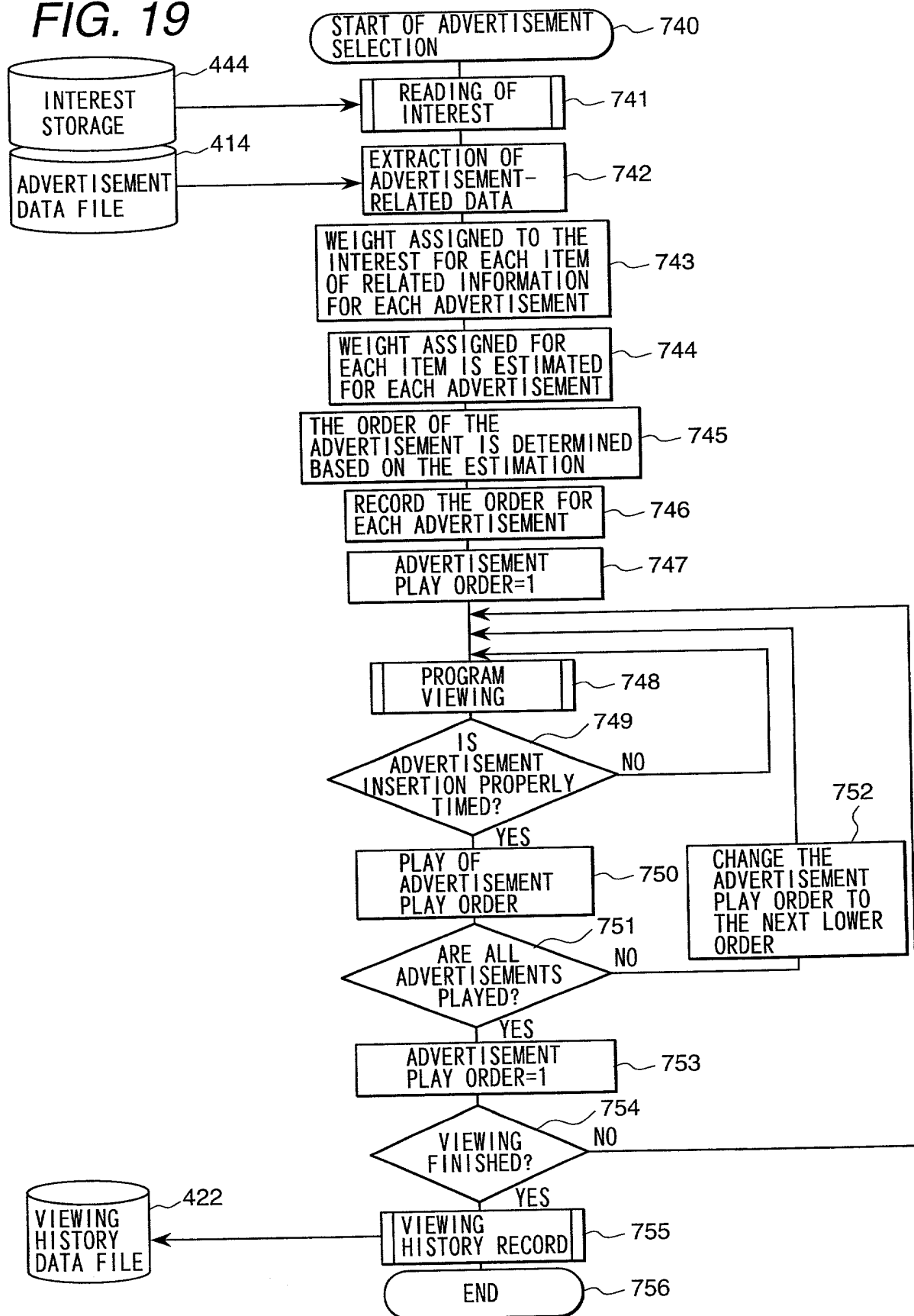


FIG. 20

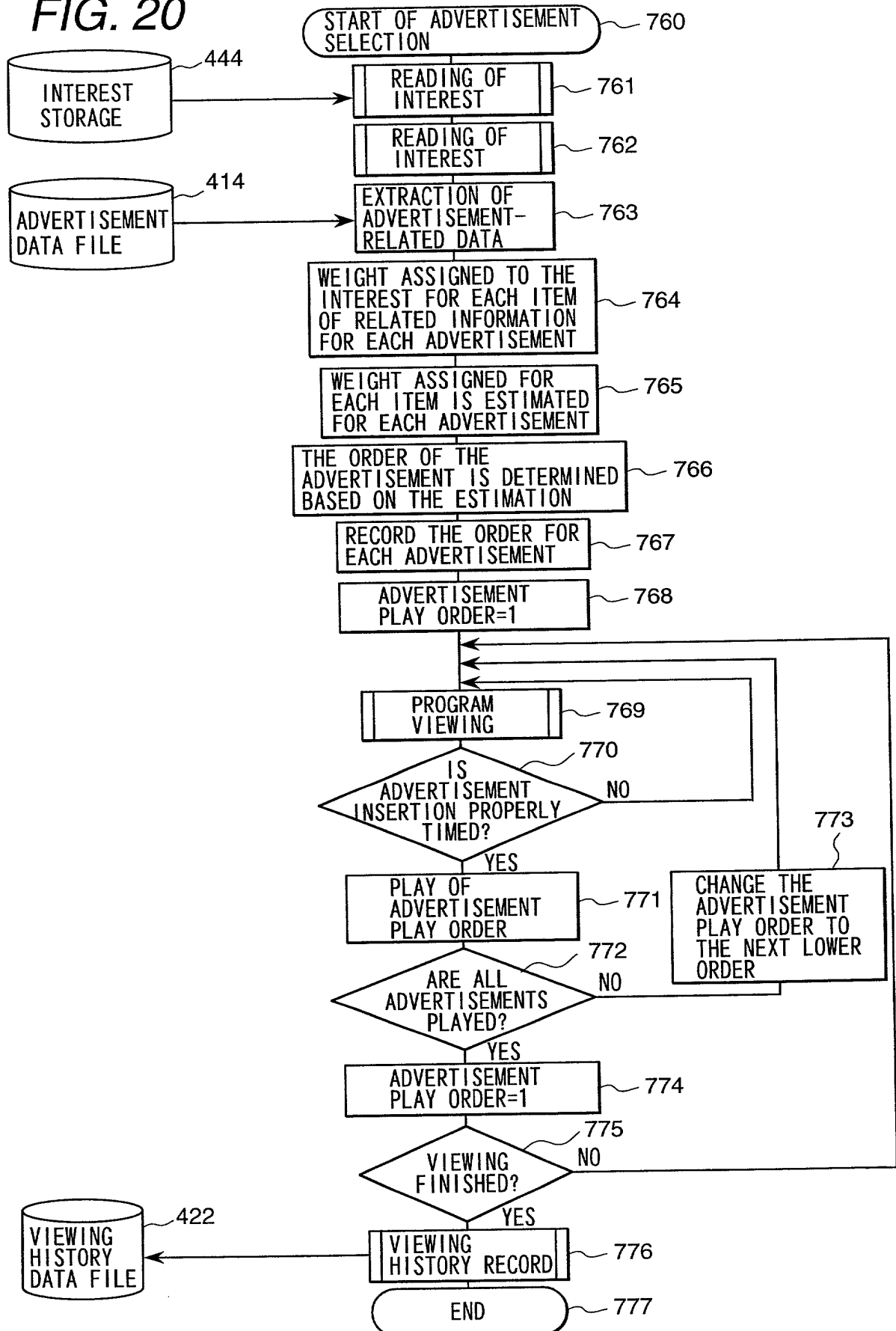


FIG. 21

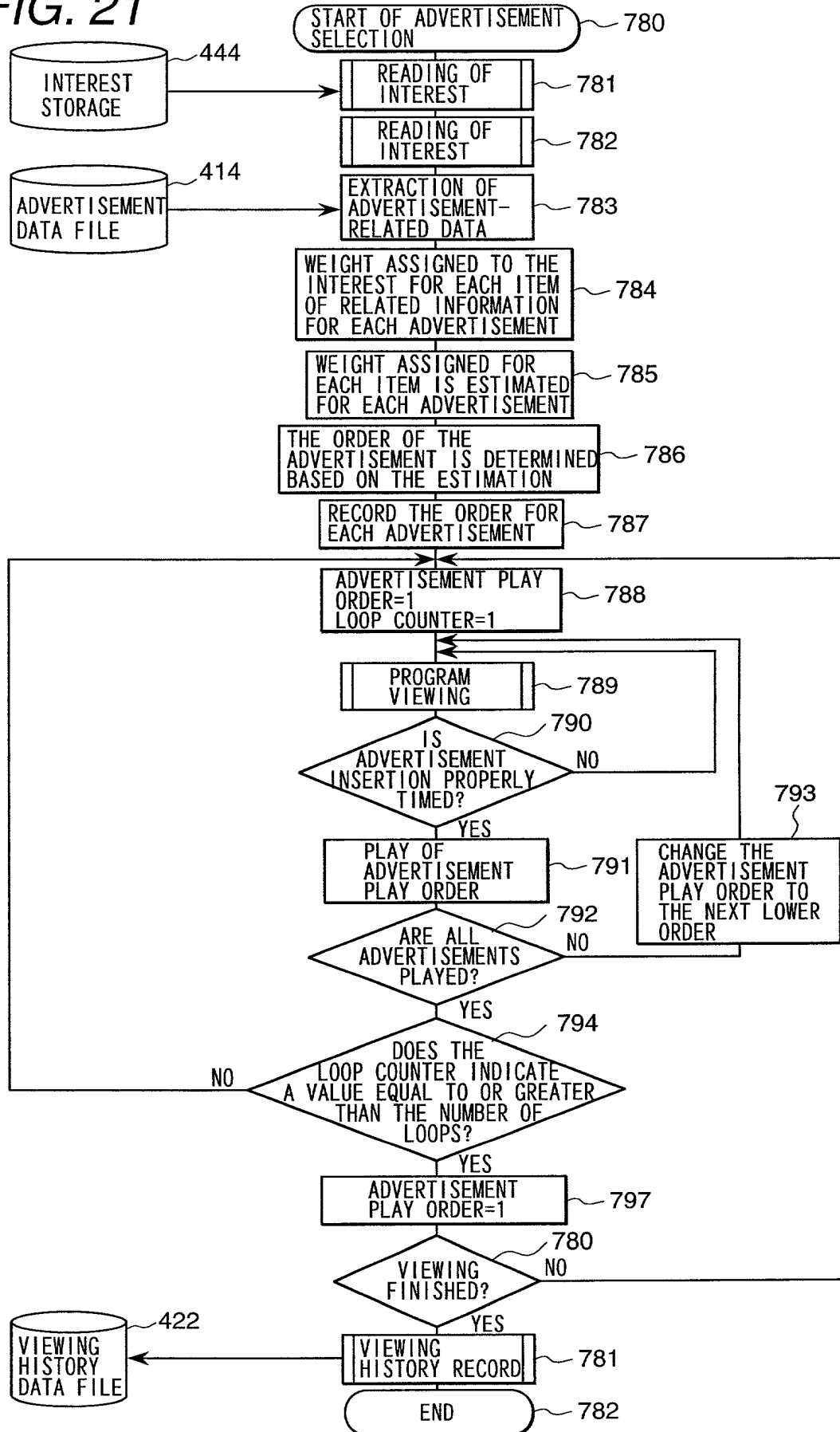


FIG. 22

20 / 22

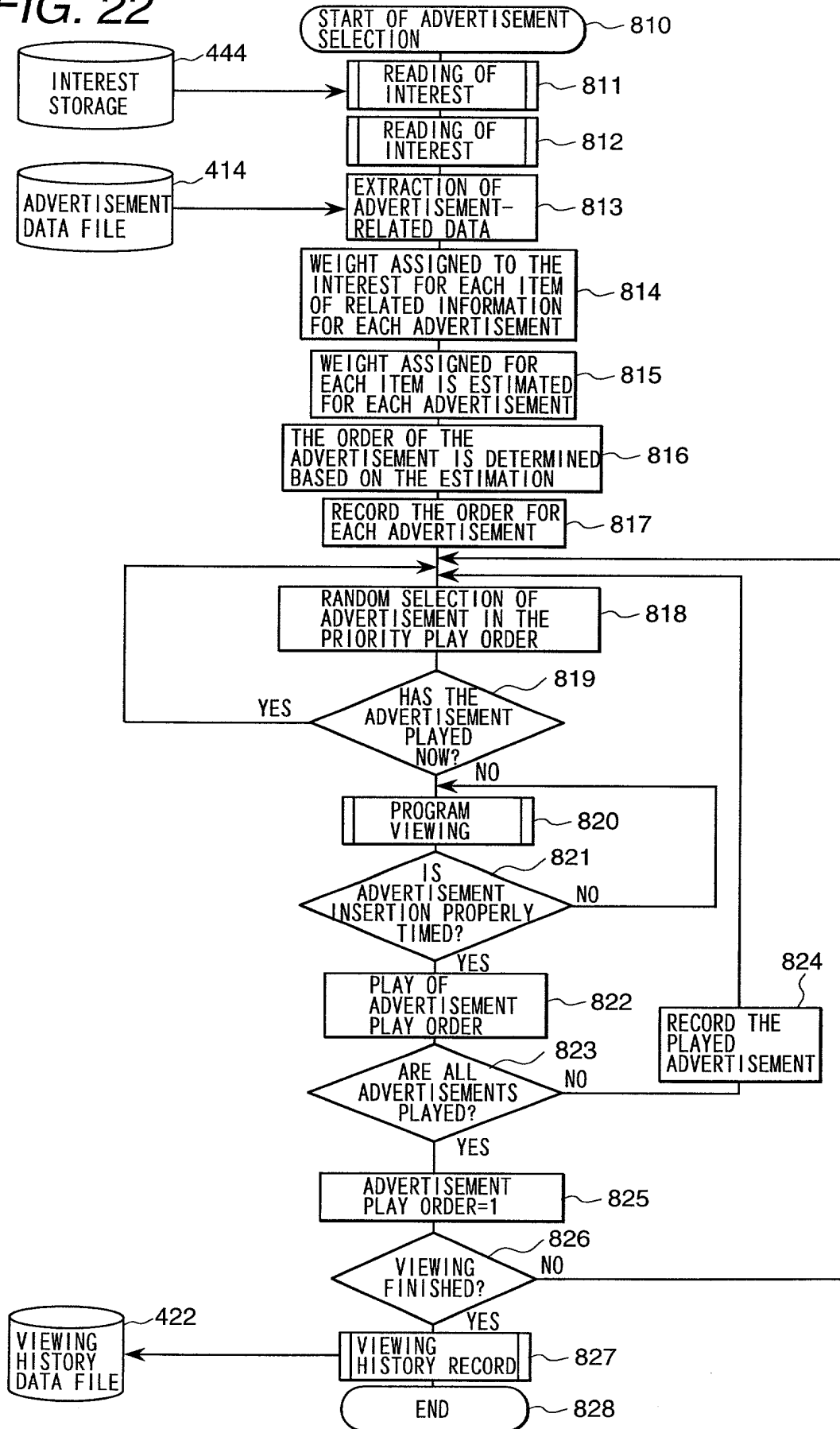


FIG. 23

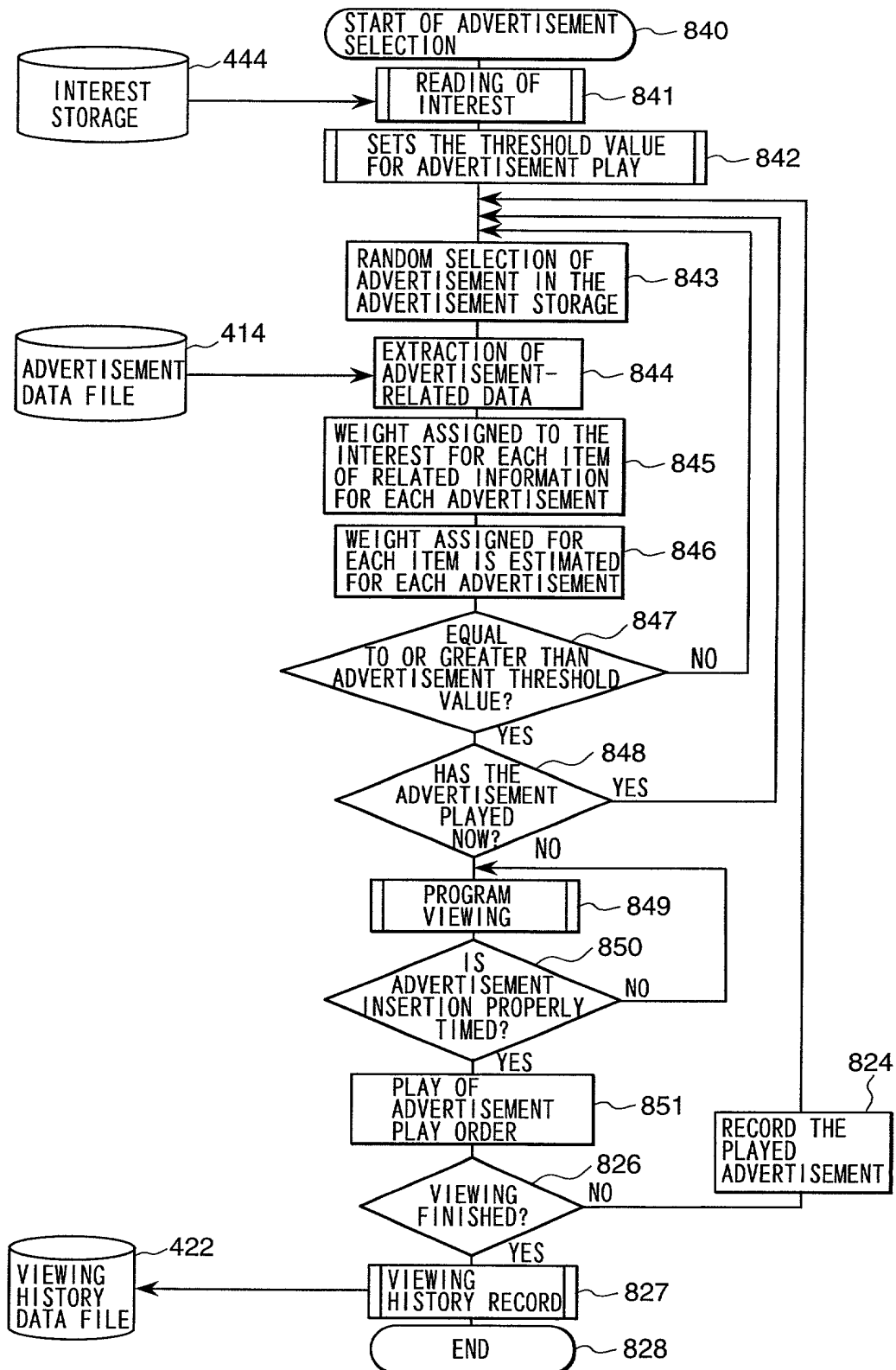


FIG. 24

ADVERTISEMENT 1

| ⟨RELATED INFORMATION⟩ | ⟨INTEREST⟩ | ⟨WEIGHT ASSIGNMENT⟩ | |
|--------------------------|------------|---------------------|---------|
| COSMETICS | 5 | 10 | |
| COMPANY A | 3 | 4 | |
| TELEVISION PERSONALITY A | 4 | 7 | |
| ESTIMATED TOTAL | | 21 | ⇒ ORDER |

ADVERTISEMENT 2

| ⟨RELATED INFORMATION⟩ | ⟨INTEREST⟩ | ⟨WEIGHT ASSIGNMENT⟩ | |
|--------------------------|------------|---------------------|-------|
| CAR | 1 | 2 | |
| COMPANY B | 4 | 5 | |
| TELEVISION PERSONALITY B | 5 | 8 | |
| WINTER | | 7 | ⇒ |
| ESTIMATED TOTAL | | 22 | ORDER |